

Message Text

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AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TOKYO

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USIAC

USIA FOR ICS/DP

E.O. 11652: NA
SUBJ: VOLSPER DANIEL LERNER

1. PROFESSOR DANIEL LERNER, MIT VOLSPKR, ICS/DP "COMMUNICATIONS
AND DEVELOPMENT" SUPPORTED CP OBJECTIVE V, WS-00-

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2. QP-VG, ED-VG, AR-VG, RO-VG.

3. THIRTY FIVE-MINUTE PRESENTATION OF TOPIC TO ABOUT 50 EGYPTIAN
COMMUNICATIONS SPECIALISTS, GOVERNMENT OFFICIALS, PROFESSORS
AND STUDENTS OF SOCIOLOGY AND MASS COMMUNICATIONS AT NATIONAL
UNIVERSITIES AND AMERICAN UNIVERSITY. ATTENDING SEMINAR WERE
DR. MORSI SAAL EL-DIN, DIRECTOR, STATE INFORMATION SERVICE AND

MOI UNDERSECRETARY; DR. SOBHI ABDEL HAKIM, DEAN, FACULTY OF ARTS, CAIRO UNIVERSITY; DR. ABDEL MALEK OUDA, DEAN, FACULTY OF MASS COMMUNICATIONS, CAIRO UNIVERSITY; SAYED YASSIN, DIRECTOR, AL-AHRAM STRATEGIC STUDIES CENTER.

4. LERNER'S PRESENTATION WELL DELIVERED, SUMMARIZING 500 YEARS OF "WESTERN" HISTORY AND ITS RELATIONSHIP TO COMMUNICATION REVOLUTION AND DEVELOPMENT. EMPHASIZED THAT COMMUNICATIONS CHANGES WHICH WEST EXPERIENCED OVER 500 YEAR PERIOD HAVE COME TO LDCS IN PAST 30 YEARS. LECTURE FOLLOWED BY SPIRITED DISCUSSION, MOST QUESTIONS CENTERED ON WHETHER LERNER STILL HELD SAME VIEWS PRESENTED IN HIS BOOK "THE PASSING OF TRADITIONAL SOCIETY." LERNER EXPLAINED HE HAD CHANGED MANY OF HIS VIEWS, SAID HE NOW THINKS "AMBIVALENCE" MORE IMPORTANT AS FACTOR THAN "EMPATHY". "LITERACY" AS FACTOR FOR DEVELOPMENT, NOT SO IMPORTANT.

5. WHILE SOME EGYPTIAN SCHOLARS CRITICAL OF LERNER IMPESING WESTERN ANALYSIS VALUE-ORIENTATION ON LDCS, IN GENERAL AUDIENCE REACTION POSITIVE, RESPECTFUL OF SCHOLAR AND HIS OPENNES TO DISCUSSION. SEVERAL AUDIENCE MEMBERS TOOK NOTES. DR. SAAD EL-DIN RECORDED PRESENTATION FOR FUTURE REFERENCE, TOLD LERNER AFTERWARDS HE WISHED THERE WERE TIME FOR CONSULTATION ON MOI PROGRAMS AND POLICIES.
RUGH

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Message Attributes

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